ABSTRACT OF THE DISCLOSURE

A controller generates printing data to be printed by the printing nozzles of at least first and second adjacent printing nozzle arrays out of a

5   plurality of printing nozzle arrays on the basis of tone information of image data to be printed. In particular, the controller generates printing data to be printed by each of the first and second printing nozzle arrays in the range in which the influence of an

10   air flow generated along with ink discharge from the first and second printing nozzle arrays is admissible. Printing by the first and second printing nozzle arrays of the printhead is controlled on the basis of the generated printing data.